IN THE CLAIMS:

Kindly replace the claims of record with the following full set of claims.

1.(Previously presented) A method for making a recommendation in a lifestyle

recommendation machine, the method comprising the steps of:

providing a celebrity profile of a celebrity to a user;

making a recommendation to the user for an item, service, and/or event based on the

celebrity profile; and

reporting the recommendation to the user through the celebrity while simultaneously

displaying an image of the celebrity.

2.(Original) The method of claim 1, wherein the recommendation is a recommendation

of television programming.

Claim 3 (Cancelled)

4.(Previously presented) The method of claim 1, wherein the image is a video of the

celebrity and the reporting step comprises playing accompanying audio which announces the

recommendation.

5.(Previously presented) The method of claim 1, wherein the image is a still image of the celebrity.

6.(Original) The method of claim 5, wherein the reporting step further comprises displaying a textual message which announces the recommendation.

7.(Original) The method of claim 5, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.

8.(Previously presented) A lifestyle recommendation device comprising:

means for providing a celebrity profile of a celebrity to a user;

means for making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

reporting means for reporting the recommendation to the user through the celebrity while simultaneously displaying an image of the celebrity.

9.(Original) The device of claim 8, wherein the lifestyle recommendation device is a television programming storage device.

Claim 10 (Cancelled)

11.(Previously presented) The device of claim 8, wherein the image is a video of the celebrity and the reporting step comprises playing accompanying audio which announces the recommendation.

12.(Previously presented) The device of claim 8, wherein the image is a still image of the celebrity.

13.(Original) The device of claim 12, wherein the reporting means further comprises means for displaying a textual message which announces the recommendation.

14.(Original) The device of claim 12, wherein the reporting means further comprises means for playing accompanying audio which announces the recommendation.

15.(Previously presented) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

providing a celebrity profile of a celebrity to a user;

making a recommendation to the user for an item, service, and/or event based on the

celebrity profile; and

reporting the recommendation to the user through the celebrity while simultaneously

displaying an image of the celebrity.

16.(Previously presented) A computer program product embodied in a computer-

readable medium for making a recommendation in a lifestyle recommendation machine, the

computer program product comprising:

computer readable program code means for providing a celebrity profile of a celebrity to

a user;

computer readable program code means for making a recommendation to the user for an

item, service, and/or event based on the celebrity profile; and

computer readable program code means for reporting the recommendation to the user

through the celebrity while simultaneously displaying an image of the celebrity.

17.(Previously presented) A method for making a recommendation in a lifestyle

recommendation machine, the method comprising the steps of:

substituting a user profile based on explicit and/or implicit directions of a user with a

celebrity profile of a celebrity;

making a recommendation for an item, service, and/or event based on the celebrity profile; and

reporting the recommendation to the user through the celebrity while simultaneously displaying an image of the celebrity.

18.(Original) The method of claim 17, wherein the substituting step comprises downloading the celebrity profile from an external source.

Claims 19-20 (Cancelled)

21.(Previously presented) The method of claim 17, wherein the image is a video of the celebrity and the reporting step comprises playing accompanying audio which announces the recommendation.

22.(Previously presented) The method of claim 17, wherein the image is a still image of the celebrity.

23.(Previously Presented) The method of claim 17, wherein the reporting step further comprises displaying a textual message which announces the recommendation.

24.(Previously Presented) The method of claim 17, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.